

ABSTRACT OF THE DISCLOSURE

A method of promoting a recording, including the steps of creating a rough mix of a recording, digitizing the rough mix, and inputting the digitized rough mix to a web site. The web site is accessible so as to download the rough mix to an individual consumer. The individual consumer can order the recording subsequent to the step of accessing by ordering from an on-line retailer or by ordering through the web site. The rough mix can be either an in-session rough mix or stored rough mix from earlier recordings. The recording can be pre-ordered subsequent to the step of accessing the rough mix.

FOIA b 7 - D